FEB - 1 RECD

R J Reynolds Tobacco Company

DM

PRIORITY COMMUNICATION

919-741-5000
Winston-Salem, N.C. 27102

COPIED TO:
D. M. ✓
T & D ✓
S. R. M. ✓
S. A. M. ✓

DM-6-G

January 22, 1993

TO ALL DIVISION MANAGERS:

SUBJECT: BRANDED SAVINGS P.O.S.

Enclosed you will find brochures for all DORAL, STERLING and MAGNA P.O.S. that is currently available for order. The brochures are identical to those that were sent to you in 4th Quarter of 1992.

It is important to note that there is special DORAL P.O.S to order and place in outlets which are heavily developed in menthol styles as well as a special STERLING SLIMS specific temporary package display and P.O.S. In addition, there is STERLING P.O.S. that goes head-to-head with competition stating "Why Pay More For Newport?" and "Why Pay More for Benson & Hedges?"

Many comments were made at the recent Regional Managers' Conference in Arizona with respect to the need for both DORAL menthol specific and STERLING SLIMS specific P.O.S. These pieces are available and have been for some time, yet orders placed in SMS have been minimal.

Our Branded Savings products continue to enjoy loyalty from their adult franchise smokers. Research shows that the majority of our STERLING usual brand as well as occasional brand adult smokers come from Full Price **Competitive** adult smokers - specifically, Benson & Hedges and Virginia Slims.

Utilize the Account Specific Marketing planning process to determine the opportunities in your market to utilize these resources.

Program Contact: Barbara J. Simkins, extension 6149

R. J. REYNOLDS TOBACCO COMPANY

Enclosure

M-4

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/nnjn0000

DORAL New POS

"Taste and Value" Campaign

16" Package Merchandiser
Transparency #204052

19" Transparency
#189378

28" Transparency
#189367

Canopy Pricer Card
#189334

16" Package Merchandiser
CD #204041

Small Savings Center
CD #189356

19" Canopy CD
#189345

Large Paster
#189323

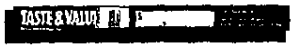
Large PPD CD
#189312

Small PPD CD
#189301

Shelf Strip
#189290

Extended Small
PPD CD #189279

Extended Large
PPD CD #189268



Small Display Channel Strip
#189235

Small Side CD
#189246

24" Transparency
#189224

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Source: https://www.industrydocuments.ucsf.edu/docs/nnjn0000

Static Cling Pricer
#189191

24" Package Merchandiser
Card #189213

24" Enhanced Canopy
Transparency #189202

PPCD SD CD
#190852

7-Column Slide-By
CD #189257

Large Savings Ctr Card
#190863

Menthol POS

Menthol Extended
Large PPD CD
#219331

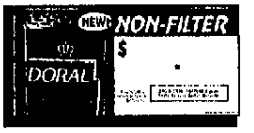
Paster Menthol
#189411

Small PPD Card Menthol
#189400

Shelf Strip Menthol
#189389

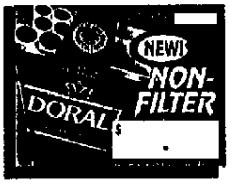
Non-Filter POS

Non-Filter
Shelf Strip
#198860



Non-Filter
Small PPD CD
#198882

Non-Filter
Large PPD CD
#198893



Non-Filter
Large Paster
#198849

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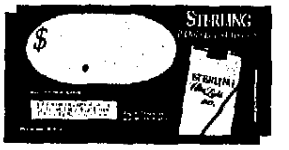
Source: https://www.industrydocuments.ucsf.edu/docs/nnjn0000

STERLING/MAGNA POS Items

STERLING Standard POS

19" Transparency
#184670
19" x 8 1/4"

24" Package
Merchandiser
Transparency #184681
18 3/8" x 3 1/4"



Small PPD Card
#184692
9 1/4" x 4 7/16"

Large PPD Card
#184703
13 7/16" x 4 7/16"

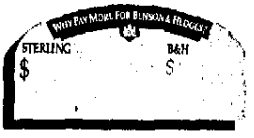
Folded Shelf Strip
#184714
12 1/4" x 2 7/16"

24" Package
Merchandiser Card
#184725
18 3/8" x 3 1/4"

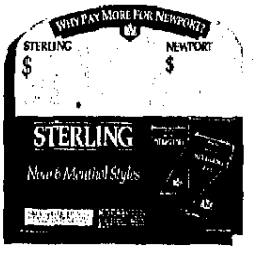
19" Canopy Card
#184769
19" x 8 1/4"

Display Strip
#184813
14" x 2 1/2"

STERLING MENTHOL POS



B&H R/P/A Ext
Large PPD
#261593



Newport Extended Large
PPD Card
#198992
13 7/16" x 10 1/2"

Newport Extended Small
PPD Card
#199003
9 1/4" x 10 1/2"

B&H R/P/A Ext
Small PPD
#261604

NOTE: B&H R/P/A interchanges with the Newport POS items.

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Source: https://www.industrydocuments.ucsf.edu/docs/nnjn0000

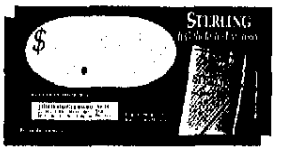
STERLING/MAGNA POS Items

STERLING Miscellaneous POS

Banner
#166575
3' x 6'

Static Cling Strips
#185165

Slims Temporary Package
Display #199960
16" x 4 5/8"



Ultra Lts Small PPD Card
#247161
9 1/4" x 4 7/16"

Slim Extended Large PPD
#247150
13 7/16" x 10 1/2"

Ultra Lts Large PPD Card
#247172
13 7/16" x 10 1/2"

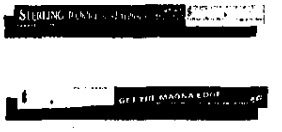
MAGNA/STERLING Combo POS

PHOTO UNAVAILABLE

(M/S) 1-side Ext. Large PPD Card
#217296
13 7/16" x 10 1/2"

PHOTO UNAVAILABLE

(M/S) 1-side Ext. Small PPD Card
#217340
9 1/4" x 10 1/2"



M/S Combo 2 Sided Small
Display Channel
Strip
#380789
13 11/16" x 1 3/16"

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Source: https://www.industrydocuments.ucsf.edu/docs/nnjn0000

STERLING/MAGNA POS Items

MAGNA Standard POS

24" Transparency
#184989
18 3/8" x 3 1/4"

19" Transparency
#185000
19" x 8 1/4"

Static Cling Pricer
#185154
10 1/4" x 3 7/16"

Small PPD
#249042
9 1/4" x 4 7/16"

Large PPD
#249053
13 7/16" x 4 7/16"

Folded Shelf Strip
#249064
12 1/4" x 2 7/16"

24" Package
Merchandiser Card
#249130
18 3/8" x 3 1/4"

Display Strip
#249339
14" x 2 1/2"

MAGNA Miscellaneous POS

MAGNA Banner
#166564
3' x 6'

MAGNA "Special
Offer" Dangler
#218418

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